GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

STARRED QUESTION NO:390
ANSWERED ON:12.08.2016
International Campaign on AYUSH
Kachhadia Shri Naranbhai;Pandey Shri Hari Om

Will the Minister of AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH) be pleased to state:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:
(a) whether the Government has any proposals to launch any International Advertisement Campaign to promote AYUSH medication techniques globally, and if so, the details thereof and if not, the reasons therefor; and
(b) the extent to which this move is likely to be beneficial in holistic development in health and pharma sector?

Answer

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY(AYUSH)
(SHRI SHRIPAD YESSO NAIK)

(a): No such proposal is under consideration of the Government. Such a campaign is not considered advisable in respect of AYUSH medication techniques for the reason that AYUSH systems of medicine involve holistic /patient specific approach and needs personal supervision of the qualified practitioner.

(b) Does not arise.